

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
Division of Off-Highway Motor Vehicle Recreation

APPLICATION FOR STATE OFF-HIGHWAY VEHICLE GRANT

See Manual for Instructions

PROJECT NUMBER:
State's Use Only

OR

APPLICANT (Name and Address): Title: BLM - El Centro Field Office Address: 1661 South 4 th St. City: El Centro State: CA Zip: 92243	PROJECT TITLE (4 Words Maximum) Imperial Dunes Safety Education FY 2004												
VEHICLE TYPE <input checked="" type="checkbox"/> M/C <input checked="" type="checkbox"/> ATV <input checked="" type="checkbox"/> 4WD <input type="checkbox"/> OSV <input checked="" type="checkbox"/> DB	AMOUNT REQUESTED (Total Grant Amount) \$82,000 _____ (round to \$1,000)												
NEAREST CITY: Brawley, El Centro _____	COUNTY NUMBER (S) 80 _____												
COST BY SUB-ACTIVITIES (C&E): Restoration \$ _____ Enforcement \$ _____ TOTAL C&E \$ _____	ENVIRONMENTAL DOCUMENTATION (Check): <input type="checkbox"/> Complete												
APPLICANTS AUTHORIZED REPRESENTATIVE AND CONTACT PERSONS (TYPE DO NOT SIGN) <table style="width: 100%; border-collapse: collapse;"><tr><td style="width: 33%;">1) <u>Greg Thomsen</u></td><td style="width: 33%;"><u>Field Office Manager</u></td><td style="width: 33%;"><u>760-337-4400</u></td></tr><tr><td style="text-align: center;">Authorized Representative</td><td style="text-align: center;">Title</td><td style="text-align: center;">Phone Number</td></tr><tr><td>2) <u>Neil Hamada</u></td><td><u>Dunes Manager</u></td><td><u>760-337-4451</u></td></tr><tr><td style="text-align: center;">Project Administration/Coordination Contact</td><td style="text-align: center;">Title</td><td style="text-align: center;">Phone Number</td></tr></table>		1) <u>Greg Thomsen</u>	<u>Field Office Manager</u>	<u>760-337-4400</u>	Authorized Representative	Title	Phone Number	2) <u>Neil Hamada</u>	<u>Dunes Manager</u>	<u>760-337-4451</u>	Project Administration/Coordination Contact	Title	Phone Number
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Project Administration/Coordination Contact	Title	Phone Number											

PROJECT DESCRIPTION (State specifically what you will do with the requested funds)

Safety education funds for this project will provide new types of safety educational outreach for the visitors of the Imperial Sand Dunes Recreation Area, in addition to, sustaining the level of outreach, which was accomplished from last year's implementation of the FY 2000 grant. The funds will concentrate on educating the public on OHV safety, knowing the rules and regulations, and awareness of natural and cultural resources. Funding will support the staff, contracts, materials and equipment.

/s/ /s/ /s/

The undersigned understands and does hereby promise that soil survey/monitoring, wildlife habitat survey/management and OHV law enforcement programs/activities will be complete and/or implemented, as applicable, pursuant to Section **5090.53** of the Public Resources Code

/s/ /s/ /s/

I certify that this project conforms with appropriate land use plans, CEQA, and all other required environmental documentation

SIGNED: _____ **Authorized Representative Only** _____ **Date**

2. DESCRIPTION OF OHV OPPORTUNITIES

Description

The public lands managed by the BLM El Centro Field Office provide outstanding opportunities for OHV recreation. The Imperial Sand Dunes Recreation Area, commonly called Algodones Dunes or Glamis, is the premiere and most visited OHV recreation area in the California Desert Conservation Area. The Recreation Area is also considered the premiere OHV recreation area to Southern California region and vicinity because of the outstanding opportunities that it presents for OHV recreation. In addition, the Imperial Sand Dunes Recreation Area provides unique habitat for several endemic and sensitive plant, insect and animal species.

The Imperial Sand Dunes Recreation Area is located in Imperial County, California, in southeastern California approximately 25 miles west of the Colorado River and immediately north of the border between the United States and Mexico. Primarily State Route 78 in the north and Interstate 8 in the south provide access to the Imperial Sand Dunes. The city of Brawley is located 25 miles to the west and the city of El Centro 40 miles southwest.

The Imperial Sand Dunes Recreation Area encompasses approximately 150,000 acres of which 32,000 acres is designated as the North Algodones Dunes Wilderness. The wilderness area is closed to OHV recreation. In addition, 49,000 acres of the Imperial Sand Dunes are temporarily closed to OHV recreation, due to a negotiated court settlement agreement with the Center for Biological Diversity vs. BLM on March 2001. There are 69,000 acres currently open for OHV recreation.

Visitor Demand

The Imperial Sand Dunes Recreation Area is located within a three-hour drive from Los Angeles, Orange County, Riverside, San Diego, and Phoenix. The Imperial Sand Dunes Recreation Area is a highly valued and unique recreation resource within the southwestern United States for two reasons: (1) it is a sand dune ecosystem of a size and height unparalleled elsewhere, and (2) it fills a unique and valued niche for providing the largest acreage of dunes opportunities in the United States. The Imperial Sand Dunes Recreation Area has far more acreage than the ten other dune areas located within 1,500 miles of Imperial Sand Dunes Recreation Area.

Continued population growth in southern California, the expanding popularity of OHV recreation (a 108 percent increase since 1980 in California), and a 48 percent decrease in the acres available to OHV recreation in the California Desert has resulted in a steady increase in visitation at the Imperial Sand Dunes Recreation Area. Increased demand for OHV recreation has led to a need for increased law enforcement. There have been many serious incidents and issues that need to be addressed.

Annual visitation in fiscal year 2002 was estimated at 1.4 million visitors, with peak visitation between October and April. The highest visitation at the Imperial Sand Dunes Recreation Area occurred during the six major holiday weekends that include: Halloween, Thanksgiving, Christmas/New Year, Martin Luther King, President's Day and Easter. The visitation estimates

for the major holiday weekends often exceed 100,000 visitors. In fact, visitation during the Thanksgiving weekend 2002 was estimated at about 170,000 visitors.

The Imperial Sand Dunes Recreation Area provides for many types of recreational experiences with OHV recreation as the dominant activity. The majority of the opportunity lies within a range of recreational settings from highly modified environments with numerous contacts with other people to undisturbed natural environments with little or no contact with others.

The Imperial Sand Dunes Recreation Area is managed to provide both non-motorized and motorized recreational opportunities to area residents and visitors. In addition to OHV recreation, the Imperial Sand Dunes Recreation Area provides other recreational opportunities including hiking, horseback riding, wildlife and scenery viewing, picnicking, photography, nature study and environmental education, camping, sightseeing and driving for pleasure. The Imperial Sand Dunes Recreation Area also provides a social experience. It provides wide-open spaces where enthusiasts can seek solitude or a substantially modified natural environment with facilities for highly intensified motorized recreation use experience.

Vehicle Types

The types of vehicles that are utilized at the Imperial Sand Dunes Recreation Area include both off-road and street-legal vehicles. The vehicle types that can be found at the Imperial Sand Dunes Recreation Area are: sand rails, dune buggies, all-terrain vehicles, motorcycles, 4-WD pickups, 2-WD pickups, sport utility vehicles and custom built off road vehicles.

Volunteer Programs

The BLM El Centro Field Office staff has developed an in-depth volunteer program to support operations of the Imperial Sand Dunes Recreation Area. The volunteer program has been developed over many years of cooperation between the BLM El Centro Field Office staff, representatives from organized OHV groups, and other interested Imperial Sand Dunes Recreation Area stakeholders. Currently, six organized groups and dedicated individuals provide volunteer support at the Imperial Sand Dunes Recreation Area. The groups are: the Imperial Sand Dunes Recreation Area Technical Review Team; the Volunteer Dunes Patrol; the Junior Ranger Program; American Sand Association volunteers, *DUNERS*, and the Imperial County Aero squadron.

3. SAFETY EDUCATION DELIVERABLES

According to a visitor survey conducted in the Imperial Sand Dunes in August 1993 by Colorado State University, the visitors' preferred choice of receiving information is signs along the roads, followed by brochures at the entrance station. The survey also indicated that many first time visitors to the Dunes were unaware of safety regulations at the Dunes.

Billboard Sign Rentals

Last season, BLM had billboards at major access roads to the Dunes, I-8 west of Yuma, Hwy 78/86S near Brawley, CA, and Hwy 78 near the Glamis area. These billboards delivered safety messages to visitors before they arrived to the Dunes. However, BLM was not able to purchase

a billboard on I-8 east of San Diego because of lack of funding. During last season the Imperial County Sheriff's Office estimated that 30 percent of the OHV law violators contacted in the Imperial Sand Dunes come from San Diego County. BLM staff experience confirms the same information and has revealed that most visitors seem to be from eastern San Diego County. This season, BLM would like to have four billboards to cover all the major access roads to the Dunes and to reach virtually all visitors to the Dunes.

A safety message billboard posted at every highway into the Dunes and an estimated yearly visitation of 1.4 million at an estimated cost of \$10,000 is a cost-effective investment for safety. BLM estimates a cost of \$0.007143 per visitor.

On-Screen Movie Advertising

To be most efficient with OHV trust fund dollars, BLM proposes to deliver safety messages to the core age group of OHV law violators. The Imperial County Sheriff's Office states that 51 percent of the contacted violators are between the ages of 21 to 30 years old. The BLM can most effectively reach this age group by advertising safety messages in movie theaters before the feature film. The subject matter will specifically relate to the Imperial Sand Dunes Recreation Area safety issues but will be applicable to other OHV areas as well.

Design and Printing for Safety Brochures and Maps

The BLM will create a brochure that contains important safety rules, regulations, and information, as well as a map of the area. The current BLM brochure and map is out of print. That brochure is the item most requested by the visitors to the Dunes.

Based on past bids submitted for the government contract, BLM estimates that it will be able to have at least 20,000 map/brochures printed. If this line item is funded, it will cost approximately \$0.50 per map/brochure.

Trade Shows

Another outreach tool is to present and inform visitors through trade shows and community events that promote off highway vehicles. In recent years, there has been an increase in "off highway trade shows" in and around southern California. For example, the Sand Sport Super Show in Costa Mesa, CA, attracts approximately 35,000 dune enthusiasts in a three-day period. The environment is extremely important and conducive to educate and inform these enthusiasts with one-on-one contact with BLM park rangers and multi-media displays on safety in the Imperial Sand Dunes. These opportunities allow OHV enthusiast to have discussions about the management actions and reasons for specific safety regulations in the Dunes. BLM also displays the rescue dune buggy and rescue trailer to the public. The display conveys the BLM safety message, especially with children. Expenditures for this line item will cover staffing, travel, and associated expenses of the preparation for these shows.

During the course of the year, BLM staff will attend at least three trade shows and make face-to-face contact with approximately 35,000 people. The cost per contact is approximately \$2.19 per person. If the OHMVR Commission funds \$6,000 from OHV trust fund of the total cost, it will fund \$0.82 of the \$2.19/person cost.

Kiosks and Displays

Kiosks and displays is another great outreach tool for visitors to obtain information. There are currently five kiosks located at entrance points to the dunes, and a ranger station where people can acquire important information, pick up brochures, and ask questions.

The BLM has purchased five new kiosk frames that meet the *American Disabilities Act* requirements. The BLM proposes to replace and install these new units at the entry points and develop interpretive panels to place in them.

At an estimated 1.4 million visitors and a cost of \$20,000, the cost per person for all kiosks and displays is approximately \$0.0143 per person.

Project Lead

Funding for the Outdoor Recreation Planner is requested to administer and direct the Safety Education program for the Dunes. This includes administration / implementation of the grant funding, management of the grant budget, contracts and implementation of grant safety outreach projects.

4. LAW ENFORCEMENT ACTIVITIES

An overview of BLM law enforcement activities is not a requirement for a safety grant application to the OHMVR Commission and Division.

5. CONSERVATION ACTIVITIES

An overview of BLM conservation activities is not a requirement for a safety grant application to the OHMVR Commission and Division.

6. DETAILED COST SUMMARY

A. Safety Education Program					
1) STAFF	<u>Salary/hr</u>	<u>Term/Days</u>	<u>Total Cost</u>	<u>BLM Contributed</u>	<u>Grant Request</u>
Outdoor Recreation Planner	\$20.09	2080 hrs	\$ 42,000	\$ 21,000	\$ 21,000
Trade Show staffing			\$ 16,000	\$ 10,000	\$ 6,000
2) CONTRACTS					
Billboard OHV safety advertisements		6 months	\$ 10,000	\$ 0	\$ 10,000
On screen OHV safety messages in movie theaters		6 months	\$ 20,000	\$ 0	\$ 20,000
Safety/Map Brochure			\$ 10,000	\$ 0	\$ 10,000
Kiosks and Displays			\$ 20,000	\$ 5,000	\$ 15,000
SUBTOTAL			\$118,000	\$ 36,000	\$ 82,000
.ADMINISTRATION			\$ 0	\$ 0	\$ 0
TOTAL Grant Request					\$ 82,000

ONE PAGE UNIT COST SUMMARY

El Centro Safety Education

Expenditure Type	Field Office	Unit A	Unit B	Unit C
Staff	\$27,000	\$0	\$0	\$0
Contracts & Services	\$55,000	\$ 0	\$ 0	\$ 0
Materials & Supplies	\$0	\$0	\$0	\$0
Vehicles	\$0	\$ 0	\$0	\$0
Equipment	\$0	\$ 0	\$ 0	\$0
SUBTOTAL	\$82,000	\$0	\$0	\$0
Administration (10%)	\$0	\$0	\$0	\$0
TOTAL=	\$82,000	\$0	\$0	\$0
Total Request (Rounded)	\$82,000	\$0	\$0	\$0

TOTAL REQUEST = \$82,000

Agency Contribution = \$36,000 \$0 \$ 0 \$0

AGENCY TOTAL = \$36,000

Previous Year's Request = \$ 0 \$0 \$0 \$0
Previous Year's Request Total = \$ 0

Last Year's Allocation = \$0

Funding and Phasing Priority

The BLM El Centro Field Office is applying for three grants this year. This application is ranked as the third priority of the three applications.

7. ENVIRONMENTAL DOCUMENTATION

An overview of BLM environmental documentation s is not a requirement for a safety grant application to the OHMVR Commission and Division.

8. OHV USER AND PUBLIC INVOLVEMENT

The FY 2000 Safety Education Grant was well received by the visitors to the Imperial Sand Dunes and the American Sand Association. Through personal discussions with the President of the American Sand Association, BLM expects the Association's support again. The BLM held three open houses for this application. The first was at the California Desert District Office on

April 9th, 2003, from 3-8pm, the second was at the El Centro Field Office on May 12th from 4-6pm and the third was at the Desert District office from 9-12pm. Comments will be either attached to this application or forwarded directly to the Division.

9. PROJECT ACCOMPLISHMENTS REPORTS

A report of project accomplishments is not a requirement for a safety grant application to the OHMVR Commission and Division.

10. EQUIPMENT INVENTORY

An inventory of equipment funded by the OHMVR Commission and Division previously and purchased by the BLM El Centro Field Office is not a requirement for a safety grant application to the OHMVR Commission and Division.